

APRIL 30, 2022



JOHNS CREEK
International Festival

Taste of the World
Sponsorships



Johns Creek

GEORGIA

be the exception

JOHNS CREEK

TOKYO 6,845 MI

MEXICO CITY 1,818 MI

7,936 MI NEW DELHI

LONDON 4,183 MI

SYDNEY 9,296 MI

8,117 MI CAPE TOWN

Johns Creek *International Festival*

A Taste of the World

DATE: Saturday, April 30, 2022
11 a.m. - 7 p.m.

LOCATION:

Atlanta Athletic Club
Heisman Field
1930 Bobby Jones Dr.
Johns Creek, GA
(across from club main entrance)

The City of Johns Creek is home to more than 83 thousand people and is one of the most culturally diverse cities in the state and nation, representing many countries and cultures from around the world.

The Johns Creek International Festival is a celebration of that diversity. The festival brings together the best traditional food, music, art, and wares from our own backyard and around the globe. We invite everyone to come listen, eat, drink and enjoy on April 30, 2022!

WHO ATTENDS

- City and State Leaders
- Community Leaders
- Residents from Metro Atlanta
- Media

BENEFITS OF SPONSORING

With more than 16,000 expected attendees, the Johns Creek International Festival provides a great opportunity to reach and engage residents within the Johns Creek and Metro Atlanta Community. This event provides a unique opportunity to increase your business exposure within the community and enhance your customer base.

MORE INFORMATION

Please Contact:
City of Johns Creek
678.512.3200
communications@johnscreekgga.gov
www.JCInternationalFest.com



The Johns Creek International Festival is the city's largest celebration of global cuisine, music, and art. We look forward to you being a part of it!

FOOD

Smell the aroma of Asian and Indian spices. Sample the savory flavors of the Mediterranean and Europe. Indulge in the delicious dishes of Latin America. Take your taste buds for a journey and experience various traditional food from international restaurants and food trucks.

MUSIC & PERFORMANCE

Shake your hips to the sounds of Salsa, feel the bass of live African drums, get down to the rhythm of Reggae and other live performers. The stage will feature tantalizing live bands, dance and martial arts performances, and much more from countries around the world.

DRINK

The Global Beer and Wine Garden will feature brews and wines from around the globe. From stouts to chardonnay, explore different beverages from countries far away and close to home. Ages 21+ only.

ARTS & CRAFTS

Check out art and crafts from featured cultural artists, take part in interactive art exhibits, and browse through a visual and hand crafted market place of some of Georgia's most talented artists.

KIDS

Bring the family and enjoy engaging and collaborative activities for the kids as they have fun learning about cultures from around the world. Activities include face painting, cultural story telling, and art stations.

Johns Creek Demographics

Population*: 82,400+

Median Age**: 41

Education**: 67.7% - Bachelors Degree or higher

Median Household Income**: \$122,514

Typical Home Value**: \$479,030

*2020 Census

**2019 American Communities Survey

** Zillow Home Value Index

City Website & Social Media

Web:

Unique Visits /Month:
83,000

Social Media:

Facebook Followers:
57,000+

Twitter Followers:
3,686

Global Sponsorship Packages



Universal

\$4,000

Global

\$2,000

International

\$1,000

Country

\$700

City

\$300

Neighborhood

\$100



Package Descriptions

Universal *\$4,000*

- Festival Naming Rights:
Johns Creek International Festival sponsored by “your company name”
- Inclusion in all publicity efforts related to the festival such as the event program, website, mailers, posters, advertisements, etc.
- Full-page color ad in the Festival Program
- Preeminent event signage
- 10 x 20 tent at Festival
- Logo and active link on the Festival web page

Global *\$2,000*

- Recognition as a top sponsor in one of the festival main areas such as Food Court, Beer Garden, Culture Booths, or Kids Corner
- Full-page color ad in the Festival Program
- Prominent in-event signage
- 10 x 20 tent at Festival
- Logo and active link on the Festival web page
- Logo in Festival media ads

International *\$1,000*

- Full-page black and white ad in the Festival Program.
- Company highlighted on in-event signage
- 10 x 10 at the Festival
- Logo and active link on the Festival web page
- Logo in Festival media ads

Country

\$700

- ½ page black and white ad in the Event Program
- Logo featured in-event signage
- Logo with active link on the Festival web page
- 10 x 10 tent at Festival

City

\$300

- Black and white logo in the Festival Program
- 10 x 10 tent at the Festival
- Logo on the Festival web page

Neighborhood

\$100

- Black and white logo in the Festival Program
- Line listing on Festival web page

For more information on performer or vendor participation
please visit **JCInternationalFest.com**.



